

Jyothy LABORATORIES LIMITED

CIN - L24240MH1992PLC128651

'UJALA HOUSE', Ramakrishna Mandir Road, Kondivita, Andheri (East), Mumbai-400 059

☐ Tel : 6689 2800 ☐ Fax : 6689 2805 ☐ e-mail : info@jyothy.com ☐ www.jyothy laboratories.com



UJALA

January 20, 2017

To,

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai - 400051

Scrip Code: JYOTHYLAB

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 023.

Scrip Code: 532926

Dear Sirs,

**Sub: Presentation on the Financial Performance of the Company for the quarter and
nine months ended December 31, 2016**

In furtherance to our submission of even date pertaining to the Unaudited Financial Results, please find attached presentation by the Company on the Financial Performance of the Company for the quarter and nine months ended December 31, 2016.

Kindly take the above on your record.

Thanking you,

Yours faithfully,

For Jyothy Laboratories Limited

Shreyas Trivedi
Head- Legal & Company Secretary



Encl: As above.

Jyothy Laboratories Limited

Analyst Presentation

Q3 FY 17

20th January 2017



Market Scenario

- *Q3 Impacted by Demonetisation.*
- *Overall demand getting back to normal. Business operations through wholesale channel in North and East remains challenging.*
- *Input costs rising on the back of increase in crude prices (Q3 FY17 impact 270 bps on gross margins).*
- *Company committed on delivering growth ahead of Industry*



Nov'16 – Demonetization Impact

- *Total Standstill Situation for two weeks of wholesale markets (40% of total sales All India)*
- *Retailers caught unaware (Offtakes drop)*
- *Consumers got into cash conservation mode (Problem across India)*
- *Modern trade (10% of All India Sales) reacts fast – introduces slew of cashless options.*
 - *Significant increase in MT business*



Our Response to Demonetisation

- *Daily Monitoring Cell Set up in Mumbai post Demonetisation to track situation and support on-ground sales teams to cope with crisis.*
- *Identified key towns & increased service – Daily in some cases*
 - *Helped reduce payment burden on retailers*
 - *Helped increase stock availability in a scenario where retailers were hesitant to up stock.*
- *Identified “down trading” trend – switched production plans to maximize small sku’s production*
- *Re-crafted media plans to conserve spends*



Our Response to Demonetisation (contd.)

- Rolled out a national plan with channel partners to drive sales & improve servicing. (No credit extended to channel partners)*

*JLL Programme for All India Channel Partners
Nov-Dec 2016-17*



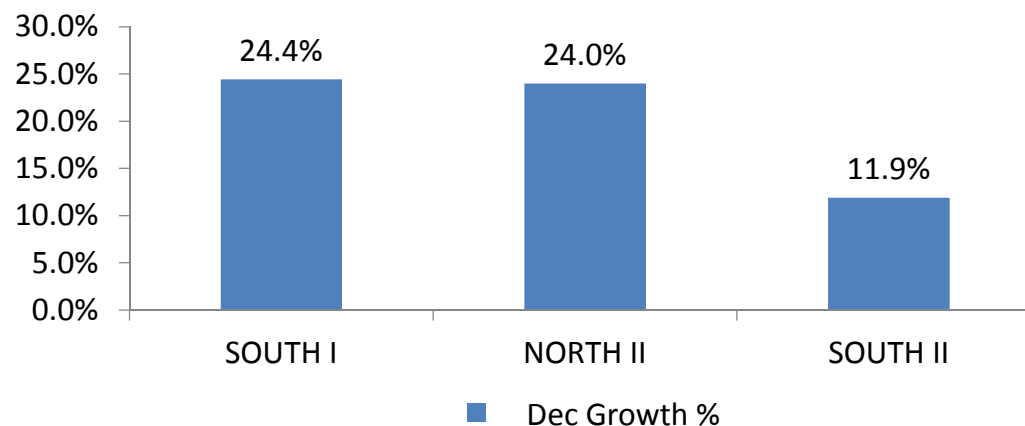
- MT & Institutional sales opportunity maximized*



Our Quick Response to Demonetisation Paid Off !!!

Sr. no.	Channel	Nov'16 Growth%	Dec'16 Growth%	Q3 2017 Growth%
1	All Channel	-9%	13%	3.5%
2	GRT	-17%	10%	-3%
3	MT	27%	26%	22%
4	CSD	16%	32%	27%

Zones with Positive December Growth % (Double digit)



Positive portends for FMCG Industry

- Demonetisation led Cash shortage with consumers – short term & already returning to normal
- Unorganised players will be forced to go legitimate
- GST introduction will be the final framework within which all players will have to operate – will only strengthen above
- level playing field for all



Q3 FY 17 Snapshot

All Figures as per IND AS

Sales growth of 3.1% ; 3.6 % by volume

A&P Expense at Rs 26.9 cr ; A&P to Sales ratio at 6.7% (7.7% in PY)

Gross Margin at 43.7 % Vs 46.4% in the same period last year.

Operating EBITDA at Rs 50.9 cr as against Rs 53.6 cr during the same period last year ;
EBITDA Margins at 12.7 % v/s 13.8% in Q3 FY 16

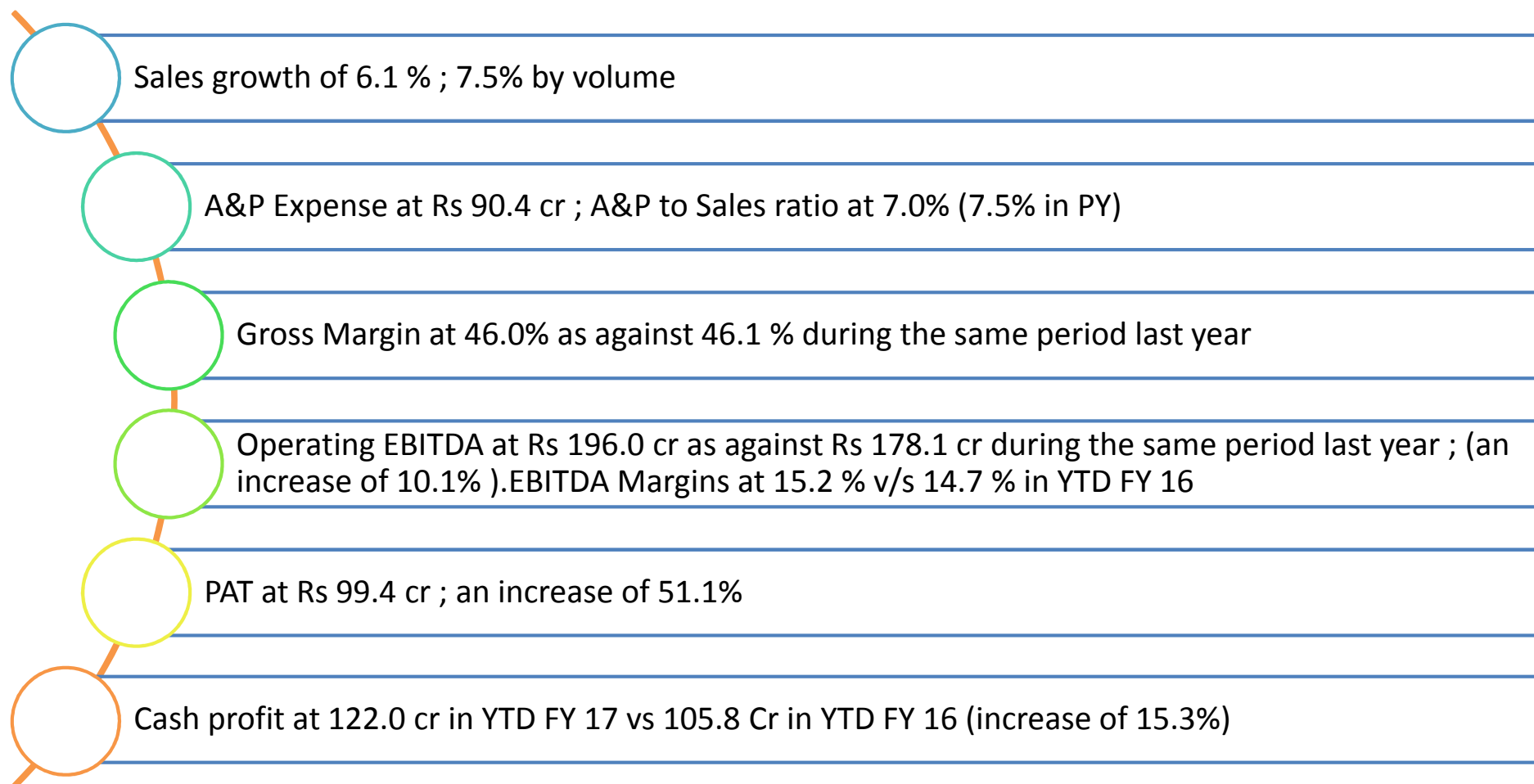
PAT at Rs 21.5 cr ; an increase of 6.6%

Cash profit at 28.2 cr in Q3 FY 17 vs 29.8 cr in Q3 FY 16



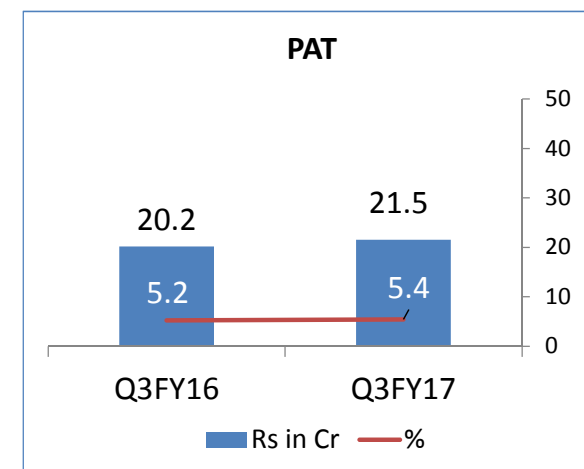
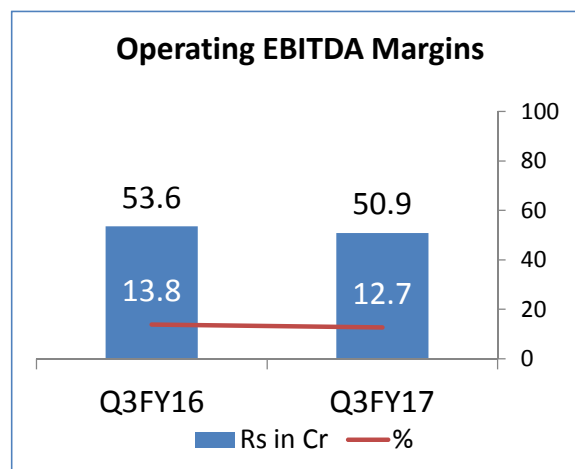
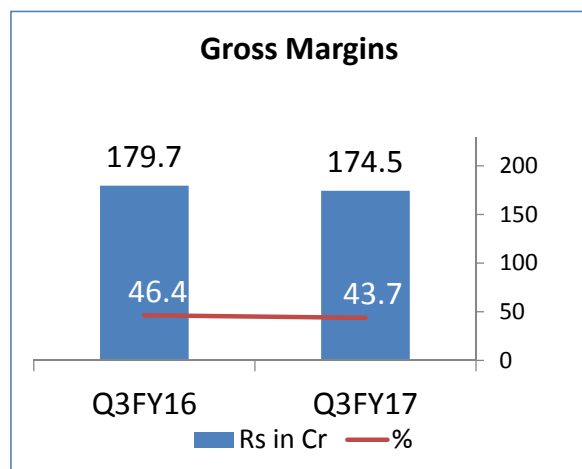
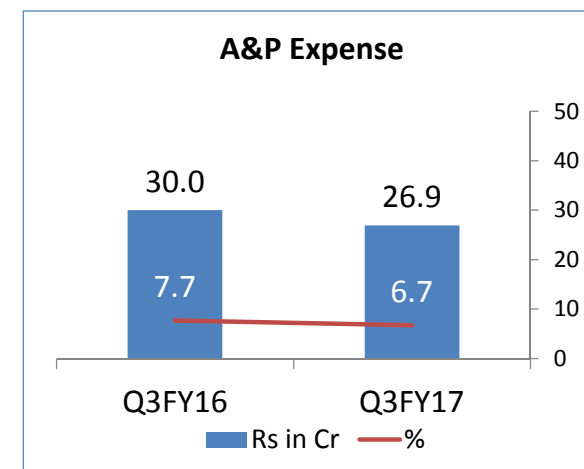
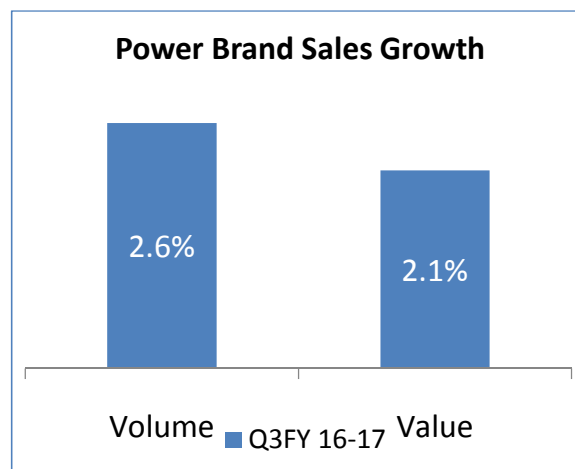
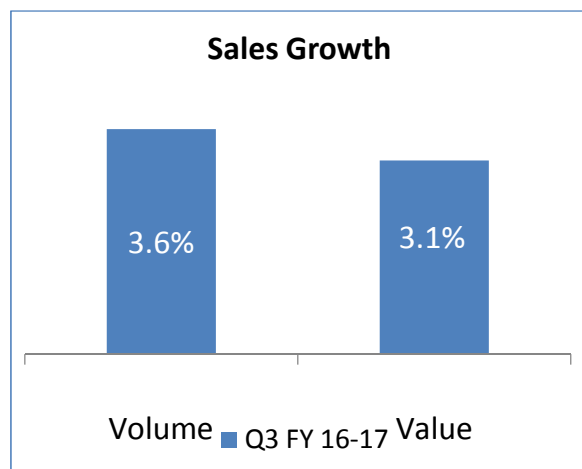
YTD FY17 Snapshot

All Figures as per IND AS



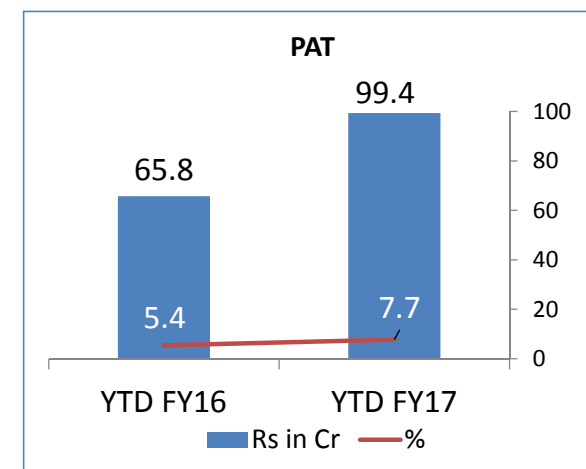
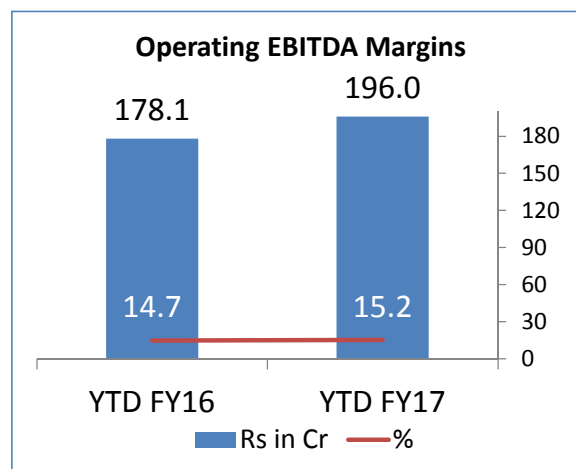
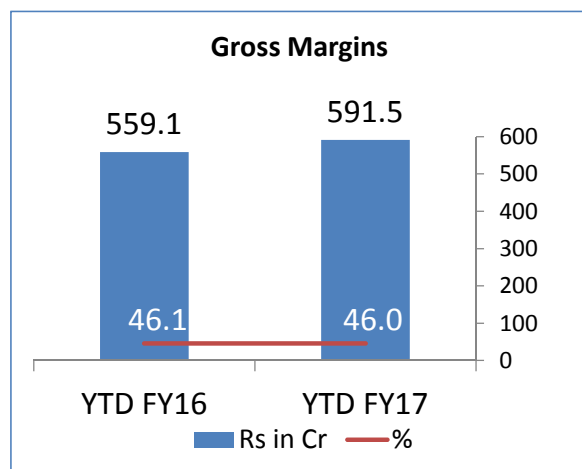
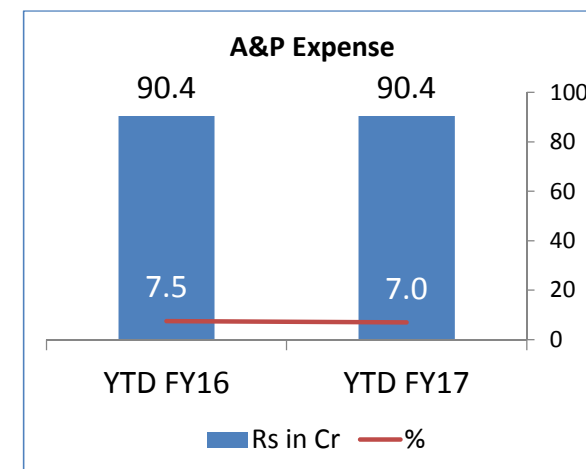
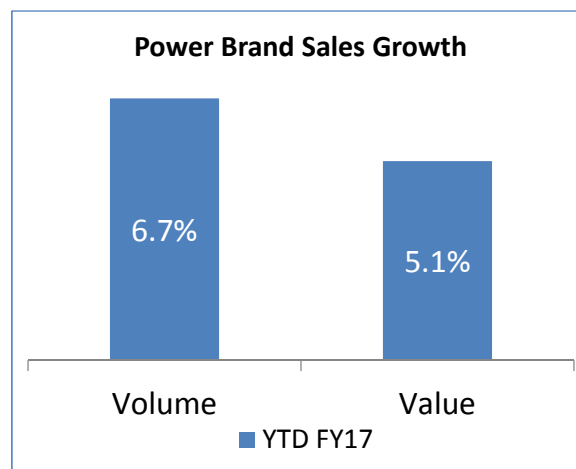
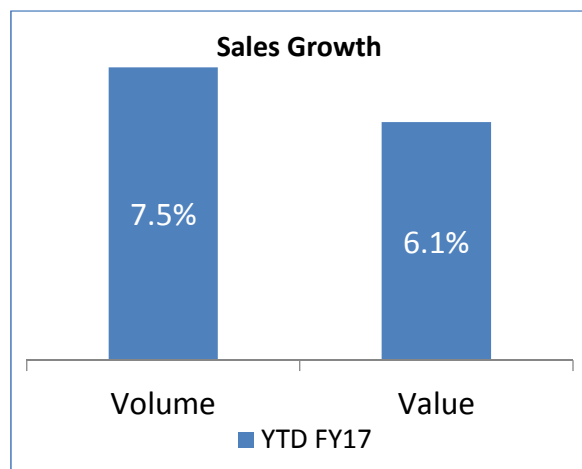
Q3 FY 17 Snapshot

All Figures as per IND AS



YTD FY17 Snapshot

All Figures as per IND AS



Q3 FY 17 Highlights

Company's Consolidated Performance

All Figures as per IND AS

Financials

	Q3 2017			YTD 2017		
Particular/Growth	FY 17	FY 16	% Change	FY 17	FY 16	% Change
Net Sales	399.5	387.7	3.1%	1,287.0	1,213.6	6.1%
Operating EBITDA	50.9	53.6	-5.1%	196.0	178.1	10.1%
PAT	21.5	20.2	6.6%	99.4	65.8	51.1%
EPS (INR)	1.18	1.11	6.4%	5.48	3.63	50.7%

All values in INR Crore except EPS

Ratios

	Q3 2017		YTD 2017	
Particular/Growth	FY 17	FY 16	FY 17	FY 16
Gross Margin	43.7%	46.4%	46.0%	46.1%
Operating EBITDA Margin	12.7%	13.8%	15.2%	14.7%
PAT Margin	5.4%	5.2%	7.7%	5.4%
A&P to Sales Ratio	6.7%	7.7%	7.0%	7.5%



Advertisement & Sales Promotion Spend - Regroup

Consolidated

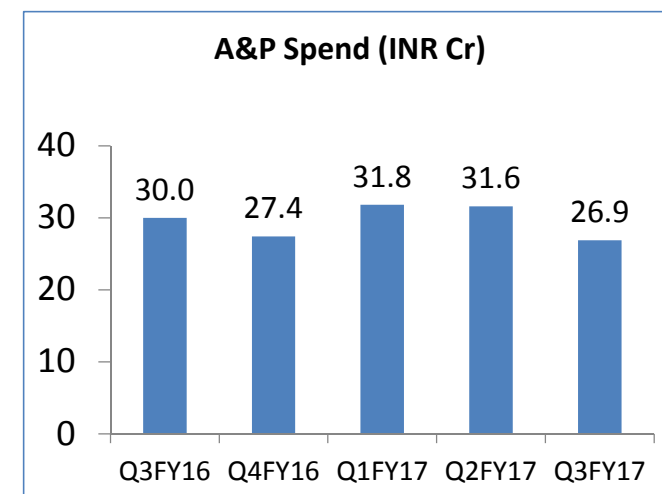
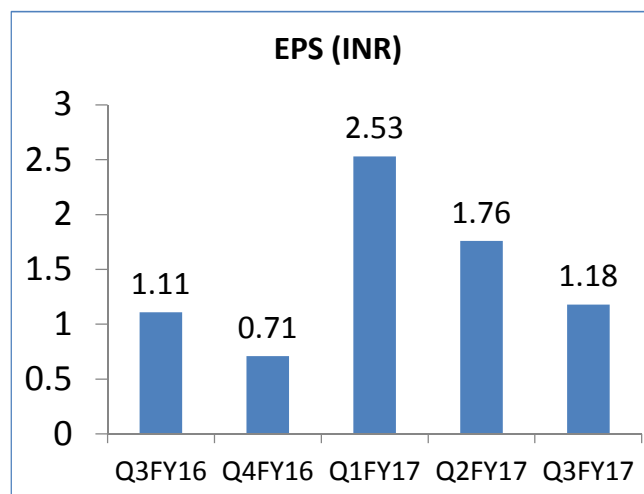
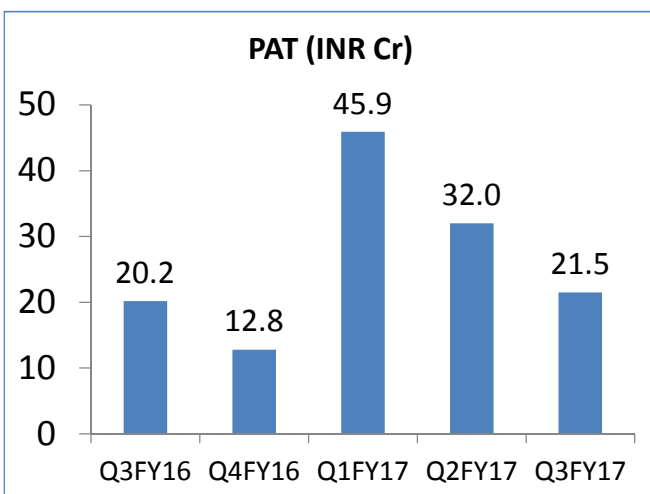
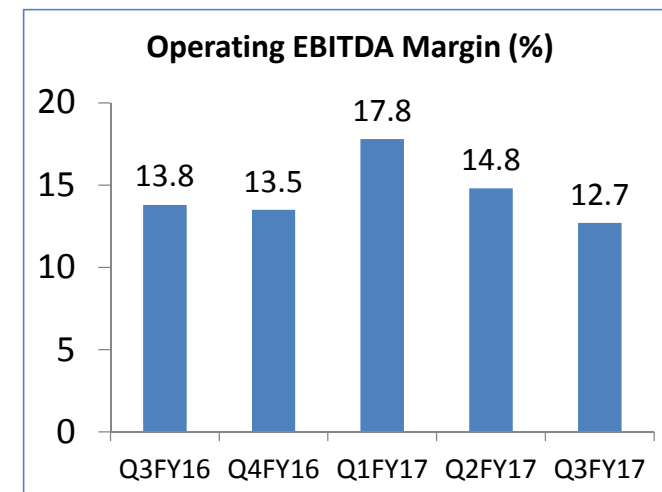
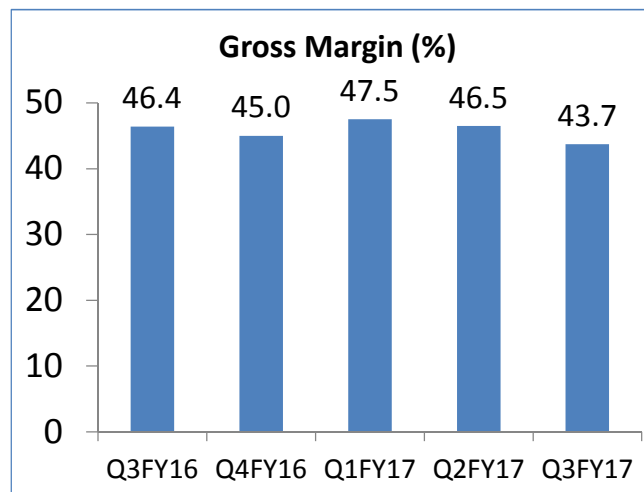
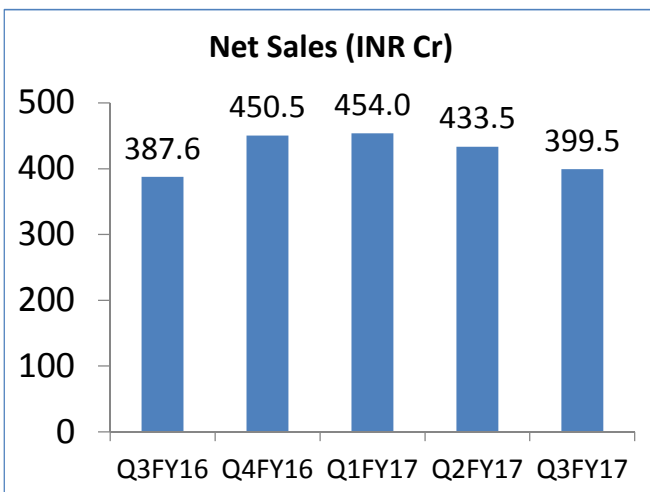
INR Lakhs

Line	Q3 FY 16-17	% of Sales	Q3 FY 15-16	% of Sales	YTD FY 16-17	% of Sales	YTD FY 15-16	% of Sales
Advertisement and Sales Promotion expense	5,635	14.1%	5,055	13.0%	18,131	14.1%	14,993	12.4%
Sales promotion regrouped to Sales	-1,908	-4.8%	-1,221	-3.1%	-5,837	-4.5%	-3,207	-2.6%
Sales promotion regrouped to Cost of goods Traded	-1,033	-2.6%	-831	-2.1%	-3,255	-2.5%	-2,745	-2.3%
Advertisement and Sales Promotion expense as per IND AS	2,694	6.7%	3,004	7.7%	9,039	7.0%	9,044	7.5%



Performance highlights for last five quarters

All Figures as per IND AS



Q3 FY 17 Highlights

Category Wise Consolidated Sales

All Figures as per IND AS

	Consolidated					
Category	Q3FY17	Q3FY16	Growth %	YTDFY17	YTDFY16	Growth %
Fabric Care	172.9	156.6	10.4%	555.9	514.7	8.0%
Dishwashing	124.9	122.2	2.2%	388.1	360.6	7.6%
Household Insecticides	45.3	53.4	-15.2%	150.1	159.4	-5.8%
Personal Care	34.1	34.3	-0.8%	126.3	120.4	4.9%
Other Products	9.5	8.1	17.7%	28.6	22.1	29.6%
Total	386.7	374.7	3.2%	1,249.0	1,177.2	6.1%
Laundry Services	12.8	13.0	-0.7%	38.0	36.4	4.4%
Grand Total	399.5	387.7	3.1%	1,287.0	1,213.6	6.1%

All values in INR Crore



Q3 FY17 Highlights

Brand Wise Sales

All Figures as per IND AS

	Consolidated					
Brand	Q3FY17	Q3FY16	Growth %	YTDFY17	YTDFY16	Growth %
Ujala	98.3	91.4	7.5%	317.0	298.8	6.1%
Exo	94.8	92.9	2.0%	291.1	269.7	7.9%
Maxo	45.3	53.4	-15.2%	150.1	159.4	-5.8%
Henko	43.6	36.3	20.0%	137.3	121.3	13.2%
Margo	27.9	29.7	-6.0%	107.6	106.9	0.7%
Pril	30.6	29.7	2.7%	98.8	92.5	6.9%
Total Power Brand	340.5	333.6	2.1%	1,101.9	1,048.6	5.1%
Others	46.2	41.1	12.3%	147.1	128.6	14.4%
Total	386.7	374.7	3.2%	1,249.0	1,177.2	6.1%
Laundry Services	12.8	13.0	-0.7%	38.0	36.4	4.4%
Grand Total	399.5	387.7	3.1%	1,287.0	1,213.6	6.1%

All values in INR Crore



Brand Wise Performance & Initiatives



Ujala Fabric Whitener

Post Wash

Product	Q3 FY17	% Growth	YTD FY17	Rs lakhs % Growth
Ujala Supreme	6,410	0.7%	20,729	2.0%



Market info	Rs lakhs 2015
Category Size	54,315
Category Growth	1%
Market Share %	77.6%

Source : A C Nielsen

* Market share Data is for calendar year 2015 and calendar year 2016 is awaited



Ujala Fabric Detergent

Detergents

Rs lakhs				
Product	Q3 FY17	% Growth	YTD FY17	% Growth
Ujala Detergent	2,079	25.1%	6,609	8.8%

Rs lakhs	
Kerala Market	2015
Category Size	30,038
Category Growth	-1%
Market Share %	17.6%

Source : A C Nielsen

* Market share Data for December 16 is awaited



Ujala Fabric Stiffener

Product	Q3 FY17	% Growth	YTD FY17	Rs lakhs
				% Growth
Ujala Crisp & shine	1,254	20.1%	4,092	25.7%

Post Wash

- *Ujala Crisp & Shine growing at a robust 15%*
- *Ujala Crisp & Shine in TN has already surpassed LY's annual numbers within 9 months.*
- *Ujala Crisp and Shine will be a 100 cr brand by 2017-2018*

UJALA CRISP & SHINE

I'VE GOT THE POWER OF THE EXECUTIVE LOOK. SO CAN YOU!

We know how important it is to get the first impression right, especially when people judge you by your clothes. That's why try an amazing product, New Ujala Crisp & Shine. Its unique Poly FX formula gives your clothes; impressive crispness, superior form, brilliant shine and pleasant fragrance for the Perfect Executive Look.

Just add 1 cap of Ujala Crisp & Shine in a bucket of water and soak clothes for 5 mins. Dry and iron clothes to get the Perfect Executive Look.

Perfect Crispness & Shine Perfect Shape Perfect Form



Maxo Franchise

Household Insecticides

Rs lakhs

Product	Q3 FY17	% Growth	YTD FY17	% Growth
Maxo Franchise	4,529	-15.2%	15,009	-5.8%

Maxo Coil

Rs lakhs

	2015	Q2 FY17
Category Size	157,278	39,957
Category Growth	-0.1%	2%
Market Share %	18.4%	19.3%

Maxo LV

Rs lakhs

Market info	2015	Q2 FY17
Category Size	147,090	41,565
Category Growth	11%	17%
Market Share %	6.7%	7.1%

Source : A C Nielsen

* Market share Data for December 16 is awaited



	Q 2 FY 17	% Growth
Category Size	9,208	0%
Market share	6.5%	-13%
NSV	228	54%



Exo Franchise

Product	Q3 FY17	% Growth	YTD FY17	Rs lakhs % Growth
Value	7,606	1.5%	23,428	8.3%

Exo Dishwash Bar

Market Info	2015	Rs lakhs Q2 FY17
Category Size	213,706	55,454
Category Growth	9%	0.4%
Market Share %	10.4%	10.8%

Source : A C Nielsen

* Market share Data for December 16 is awaited

Dish Wash



Pril Liquid

Product	Rs lakhs			
	Q3 FY17	% Growth	YTD FY17	% Growth
Value	2,255	0.1%	7,304	7.9%

Market Info	Rs lakhs	
	2015	Q2 FY17
Category Size	36,334	10,236
Category Growth	15%	4%
Market Share %	16.7%	17.7%

Source : A C Nielsen

* Market share Data for December 16 is awaited



Pril Bar

Dish Wash

Product	Q3 FY17	% Growth	YTD FY17	% Growth
Value	804	10.7%	2,582	4.1%

Rs lakhs

Market Info	2015	Q2 FY17
Category Size	213,706	55,454
Category Growth	9%	5%
Market Share %	0.8%	0.9%

Rs lakhs

Source : A C Nielsen

* Market share Data for December 16 is awaited



Margo Franchise

Product	Q3 FY17	% Growth	YTD FY17	Rs lakhs % Growth
Margo	2,791	-6.0%	10,762	0.7%



- Core re-launch : March 2017



Henko Franchise



Rs lakhs

Product	Q3 FY17	% Growth	YTD FY17	% Growth
Value	4358	20.0%	13,728	13.2%



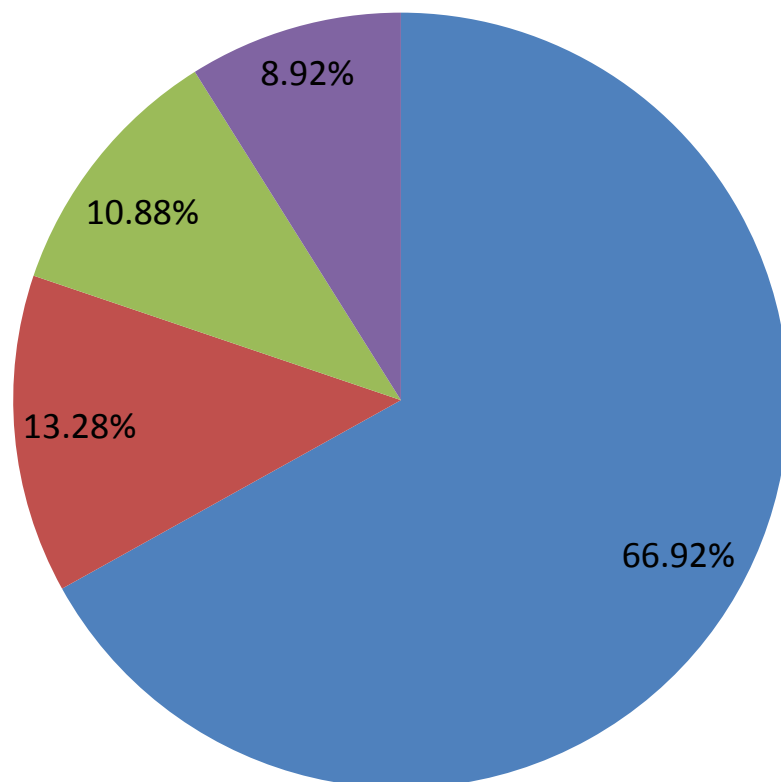
Way Forward

- *Aggressively drive efforts to grow in Q4 17.*
 - *Coverage expansion in North and East under way.*
 - *Keep innovation activity on course.*
- *Selective Price increases in Q4 to achieve desired Gross Margin levels*
- *Ujala Fabric Whitener, Maxo Liquid & Margo Soap facilities to commence commercial production in North East by Q4 FY17 (Excise & Income tax benefit for 10 years)*
- *Continue investment behind brands*



Shareholding Pattern

as on 31st December 2016



- Promoter & Promoter Group
- Foreign Institutional Investors (FII)
- Domestic Institutional Investors (DII)
- Public



For more information

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Thank you

